



**WFLA**  
**200 S. Parker Street**  
**Tampa, FL 33606**  
**(813) 221-5771**

# CONTRACT

<u>Contract / Revision</u> 951441 /		<u>Alt Order #</u> 25325790
<u>Product</u> <b>45 COMMITTEE</b>		
<u>Contract Dates</u> <b>10/07/16 - 10/12/16</b>	<u>Estimate #</u>	
<u>Advertiser</u> <b>POL/45 Committee</b>		<u>Original Date / Revision</u> 10/06/16 / 10/11/16
<u>Billing Cycle</u> EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WFLA</b>	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9915589	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Del Cielo Media**  
**10755 Scripps Poway Parkway**  
**Suite 550**  
**San Diego, CA 92131**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	10/07/16	10/10/16	Tonight Show	Tonight Show		:30				NM	2	\$3,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/07/16	10/13/16	M---F--				2	\$1,980.00				
N 2	WFLA	10/07/16	10/10/16	M-F 4-5p	4-5p		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/07/16	10/13/16	M---F--				2	\$1,100.00				
N 3	WFLA	10/09/16	10/09/16	Su 12p News	12-1p		:30				NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				2	\$675.00				
N 4	WFLA	10/07/16	10/10/16	Late News M-Su	M-Su		:30				NM	2	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/07/16	10/13/16	M---F--				2	\$4,400.00				
N 5	WFLA	10/08/16	10/08/16	Late News M-Su	M-Su		:30				NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$4,400.00				
N 6	WFLA	10/09/16	10/09/16	Late News Late Run	Various		:30				NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				1	\$4,400.00				
N 7	WFLA	10/09/16	10/09/16	Local Su 9a News	9-10a		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				2	\$1,100.00				
N 8	WFLA	10/09/16	10/09/16	FB Sun Night America Pre	FB Sun Night Ameri		:30				NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				1	\$10,000.00				
N 9	WFLA	10/09/16	10/09/16	Bucs Bonus	Various		:30				NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				2	\$700.00				
N 10	WFLA	10/07/16	10/10/16	Today Show 2	9-10a		:30				NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/07/16	10/13/16	M---F--				2	\$1,900.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u> 951441 /		<u>Alt Order #</u> 25325790
<u>Contract Dates</u> 10/07/16 - 10/12/16	<u>Product</u> 45 COMMITTEE	<u>Estimate #</u>
<u>Advertiser</u> <b>POL/45 Committee</b>		<u>Original Date / Revision</u> 10/06/16 / 10/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												Spots	Amount	
	1	WFLA	10/07/16-10/13/16	Today Show 2	9-10a	M-----F----	:30		<del>\$1,900.00</del>		NM			
	See MG 10.3													
	3	WFLA	10/12/16-10/12/16	Today Show 2	9-10a	---W-----	:30		\$1,900.00		NM			
	Ⓜ MG for 10.1 10/07													
N 11	WFLA	10/07/16	10/10/16	Local News @ 530a	530-558a		1:00				NM	2	\$4,000.00	
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Week: 10/07/16</u></div><div><u>10/13/16</u></div><div><u>M---F--</u></div><div><u>2</u></div><div><u>\$2,000.00</u></div></div></div></div></div>													
N 12	WFLA	10/07/16	10/10/16	Local News @ 5a	5-530a		1:00				NM	2	\$3,100.00	
	<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Week: 10/07/16</u></div><div><u>10/13/16</u></div><div><u>M---F--</u></div><div><u>2</u></div><div><u>\$1,550.00</u></div></div></div></div></div>													
Totals								0.00				21	\$49,610.00	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/03/16 - 10/12/16	21	\$49,610.00	(\$7,441.50)	\$42,168.50
<b>Totals</b>	21	\$49,610.00	(\$7,441.50)	\$42,168.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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